



NOVA PARKS

Board Meeting, September 18, 2025

7:30 p.m.

NOVA Parks Headquarters

5400 Ox Rd

Fairfax Station, VA 22039

MINUTES

ATTENDANCE:

Board Members:

In Attendance:

Sean Kumar, Chairman

Paul Baldino, Vice Chairman

Mark Chandler

Dave Gustafson

Douglas Stewart

Paul Ferguson

Michael Nardolilli

Stella Koch

James Bonfils

Patricia Harrison attended remotely due to family illness

Absent:

Scott Price

Cate Magennis Wyatt

Staff:

Paul Gilbert, Executive Director

Blythe Russian, Director of Operations

Lauren Weaver, Director of Finance (attended remotely)

Brian Nolan, Director of Planning and Development

Kelly Gilfillen, Director of Marketing and Communications

Kevin Casalenuovo, Park Operations Superintendent

Danielle Endler, HR Administrator

Mike DePue, Planning Administrator

John Bell, Senior Planner

Patrick Wells, Budget Administrator

Anh Phan, Community Engagement Manager

Leslie Preble, Planning and Development Administrative Assistant

Cat Harris, Visual Communications Specialist

Taylor Zlab, Digital Marketing Specialist

City of Alexandria

Sean Kumar

Scott Price

Arlington County

Paul Ferguson

Michael A. Nardolilli

Fairfax County

Patricia Harrison

Stella Koch

City of Fairfax

Mark Chandler

Douglas Stewart

City of Falls Church

Paul Baldino

David Gustafson

Loudoun County

James Bonfils

Cate Magennis Wyatt

OPEN SESSION

CALL TO ORDER

The Chairman called the meeting to order 7:34

Amendments to the Agenda

No amendments to the Agenda

Treasurer's Report/Status of Funds

Mr. Bonfils gave a brief Treasurer's report and said that everything is in order.

Approval of Minutes

Mr. Baldino made a motion to approve the July 17, 2025, meeting minutes

Mr. Ferguson seconded the motion

UNANIMOUSLY APPROVED

Mr. Chandler made a motion to approve August 5, 2025, meeting minutes

Mr. Baldino seconded the motion

Mr.'s Kumar, Baldino, Bonfils, Chandler, Ferguson, Gustafson, and Mss. Harrison, Koch voted to approve the motion

Mr. Nardolilli, and Mr. Stewart, abstained

Member Jurisdiction Appropriation Rates for FY 2027

Patrick Wells

Mr. Wells explained that the reason the appropriations levels are set so far in advance is to allow the jurisdictions adequate time for their budget planning processes. The appropriation level requested from our jurisdictions is based on the population multiplied by a per capita rate. The overall population has increased by 19,268. The recommendation is that the per capita rates be adjusted by inflation at a rate of 2.0%. The July CPI numbers for the Washington DC Region are used to develop this rate. With the 2.0% increase, the operating appropriation would be \$2.36 per capita rate, and the capital appropriation would be \$3.20 per capita rate. With these rates, our member jurisdictions contribute \$5.56 per person, per year to NOVA Parks.

Mr. Baldino made a motion, seconded by Mr. Bonfils to approve the recommendation for Fiscal Year 2027, adopt a per capita rate of \$3.20 for Capital and \$2.36 for Operating and adjust amounts based on the latest population for each jurisdiction.

UNANIMOUSLY APPROVED

Capital Budget

Brian Nolan

Mr. Nolan reviewed the Capital Budget Process from seeking input from the Park Managers to meeting with the Capital Budget Committee to Board approval.

Mr. Nolan discussed revenue and the origin of revenue numbers: appropriations, prior year surplus, bond financing, fund transfers, interest earnings, carryover of unspent prior year project funds, and non-recurring license fees.

Mr. Nolan highlighted some projects from the previous fiscal year such as the solar project at Algonkian Woodlands, exterior renovations at Fountainhead Marina, Meadowlark Winter Walk of Lights Storage Building, the cart paths at Algonkian and the improvements to the cart barn at Pohick Bay Golf Course.

After discussing the proposed capital budget numbers, Mr. Nolan focused on future projects. These include renovations, including ADA improvements, at Rust Manor, exterior work to Carlyle House including the chimney, roof, and stucco, Aesthetic and ADA improvements at Upton Hill Ocean Dunes restrooms, a Spiral Mound project at Meadowlark Botanical Gardens, a deck expansion at Occoquan Brickmakers Café and an ADA Kayak launch at Fountainhead.

Mr. Nolan thanked Mr. Baldino for his call a week or two ago to ask questions about the proposed budget.

Several Board members, specifically Mr. Bonfils, Mr. Baldino and Mr. Gustafson expressed appreciation for the detailed budget and praised the process of including input from the park managers.

Mr. Baldino made a motion, seconded by Mr. Nardolilli that the Capital Budget for FY2026 through FY2030 be adopted as presented.

UNANIMOUSLY APPROVED

Marketing Update

Kelly Gilfillen

“Meet the team” Ms. Gilfillen introduced herself and reviewed her experience in Marketing and gave a brief overview of her role here at NOVA Parks. She then introduced Cat Harris who is the Visual Communications Specialist and Taylor Zlab, Digital Marketing Specialist.

She then reviewed their general approach to prioritize based on most impact to meet revenue, participation and branding goals. She discussed how her team uses data to make decisions and choices that increase their efficiency and return on investment.

Ms. Gilfillen also shared some recent success stories from the marketing team – including social media partnerships, connected TV and YouTube Campaign, as well as advertising of the light show on podcasts.

Finally, Ms. Gilfillen discussed some new initiatives for the marketing team, such as Branding and Origin Story, SMS and MMS Light Show Cross-promotion, and their use of a customer data tool to better understand customers and decide how best to promote NOVA Parks.

Admin Items

- a) Award of Construction Contract – Occoquan Regional Park Café Deck Expansion
- b) Award of Construction Contract – Rust Manor Interior Renovations
- c) Resolution of Support for Arlington County’s Application to the Northern Virginia Transportation Authority FY2026 – FY2027 Six Year Program Update (South George Mason Drive/South Four Mile Run Drive Intersection Improvements – W&OD Trail Bridge)
- d) Resolution of support for Manassas Park Grant Application for BROT Connection
- e) Reaffirmation of Dissolution of the Northern Virginia Regional Park Authority Foundation and Authorization for the Executive Director to sign all necessary documentation to effect the dissolution (as required by the SCC or other government entities).

Mr. Nardolilli made a motion to approve all Admin items

Ms. Koch seconded the motion

9 in favor

Mr. Chandler stepped out of the room and therefore did not vote

Mr. Nardolilli made a motion to move into closed session to discuss legal and personnel matters

Mr. Bonfils seconded

The 9 Board members in the room voted to approve the motion

CLOSED SESSION (as allowed by § 2.2-3711) 7:58

Legal matters, in accordance with Code of Virginia, Section 2.2-3711-(A)(7)

Legal matters were discussed. No action was taken.

Personnel matters, in accordance with Code of Virginia, Section 2.2-3711-(A)(1)

Personnel matters were discussed. No action was taken.

At 10:10 p.m., motion by Mr. Nardolilli, seconded by Mr. Bonfils, to move out of closed session and re-convene in open session.

UNANIMOUSLY APPROVED

OPEN SESSION:

The Chairman read the following certification:

I certify that, to the best of my knowledge, only public business matters lawfully exempted from the open meeting requirements prescribed by the Virginia Freedom of Information Act and only such matters identified in the motion to convene closed session were heard, discussed or considered by this Board during closed session.

The certification was UNANIMOUSLY APPROVED by roll call vote.

ACTIONS FROM CLOSED SESSION:

Motion by Mr. Bonfils, seconded by Mr. Chandler, to award performance incentive program shares as determined using the FY25 score calculation.

UNANIMOUSLY APPROVED

ADJOURNMENT:

Motion by Mr. Bonfils, seconded by Ms. Koch, to adjourn the meeting.

UNANIMOUSLY APPROVED

The meeting was adjourned at 10:11 p.m.

Respectfully submitted

A handwritten signature in black ink, appearing to read 'Justin M. Wilson', written over a horizontal line.

Justin M. Wilson, Secretary

Approved by the NOVA Parks Authority Board
On November 20, 2025

A handwritten signature in black ink, appearing to read 'Justin M. Wilson', written over a horizontal line.

Justin M. Wilson, Secretary

A handwritten signature in black ink, appearing to read 'Sean Kumar', written over a horizontal line.

Sean Kumar, Chairman